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DECEMBER 1, 1939

U. S. Department of Agriculture

FLOWERLAND

BULBS

FOR 1939



Superb varieties and strains grown to Paul J. Howard's high standard of quality and development, yet priced with the most reasonable.

Prices made possible only by careful and modern production methods, and world-wide buying power. Our list of Dutch bulbs, TULIPS, HYACINTHS, NARCISSUS, etc. represent the cream of the best growers' crops, better selections made possible by personal visits to the various bulb-fields, by long experience, and knowledge of varieties and sizes which will give best results in your garden.

Bulbs for the discriminating gardener.



**PAUL J. HOWARD'S
Horticultural Establishment**

250 South La Brea Avenue
LOS ANGELES, CALIFORNIA



ANEMONES

Flowerland Mixture. Best type and colors.

Flowering size—**Dozen**, 25c; 100, \$1.75

Large size—**Dozen**, 40c; 100, \$3.00

Mammoth size—**Dozen**, 75c; 100, \$5.00

Blue Poppy. Violet blue, black center.

Dozen, 60c; 100, \$4.00

White Poppy. Pure white, some with black center.

Dozen, 60c; 100, \$4.00

RANUNCULUS

Flowerland Mixture. Superb large flowers.

Large bulbs—**Dozen**, 25c; 100, \$1.75

Extra large bulbs—**Dozen**, 40c; 100, \$3.00

Mammoth bulbs—**Dozen**, 75c; 100, \$5.00

BABY GLADIOLUS

Very graceful flowers for cutting.

Mixed colors—**Dozen**, 75c; 100, \$5.00

FREESIAS

Flowerland Mixture. A superior blend of colors, no white.

Purity—Improved. Large, pure white.

Dozen, 35c; 100, \$2.50

NARCISSUS

Early flowering, for planting out or growing indoors.

Paper White. Giant bulbs—**Dozen**, 85c; 100, \$6.00.

Soleil d'Or. Yellow and Orange. **Dozen**, \$1.00; 100, \$7.50.

CHINESE SACRED LILY

The most popular bulb for growing in bowls.

Dozen, \$1.00; 100, \$7.50

SPARAXIS

New Hybrids. Large, flaring, star-shaped flowers on wiry stems. Mixed colors include orange, scarlet, salmon, yellow, cream, crimson, pink, and lavender—with lilac, black edged centers.

Dozen, 50c; 100, \$3.50

WATSONIA

Blooms resemble gladiolus, with several tall, branching stems to each bulb. Fine for cutting, and make lovely clumps in garden.

Pure white, or mixed colors. **Dozen, 75c; 100, \$10.00.**

GLORY OF THE SUN

Leucocoryne. Fragrant blue flowers clustered on long stems. **Dozen, \$1.50; 100, \$10.**

IRIS

Dutch or Spanish

Imperator. Rich deep blue, late flowering, extending the blooming period.

Leonardo da Vinci. Standards creamy white, falls canary yellow with orange stripe.

Blue Horizon. Sky blue with range stripe.

Therese Schwartze. Pale blue standards, falls white with orange stripe.

White Excelsior. Pure snowy white.

Wedgewood. Earliest and largest blue.

W. Verschuur. (Indian Chief). Standards bronzy violet, falls rich bronze.

Yellow Queen. Clear golden yellow.

Price of any of the above:

Dozen, 50c; 100, \$3.50

Mixed colors. Fine named varieties blended in choice mixture. **Dozen, 35c; 100, \$2.50.**

IXIA

Special mixture. All colors. **Dozen, 60c; 100, \$4.00.**

SPRING SNOWFLAKES

(Leucojum Vernum)

Graceful blossoms, white, tipped green. Leave them in ground, they will bloom year after year. **Dozen, 75c; 100, \$5.00.**

LILIES

Madonna Lily. (Lilium Candidum). Early, snowy white garden lily. **Each, 25c; Dozen, \$2.50; 100, \$18.00.**

Regal Lily. Very large, white, with golden centers and chocolate-red outside.

Mammoth bulbs. **Each, 35c; Dozen, \$3.50, 100, \$25.00.**

NARCISSUS

Our bulbs are noted for their great productivity of choice flowers.

LARGE TRUMPET DAFFODILS

King Alfred. Early, large, deep golden yellow. Large bulbs. **2 for 25c; Dozen, \$1.25; 100, \$8.50.**

Mammoth bulbs. **2 for 35c; Dozen, \$1.75; 100, \$11.00.**

Selected huge bulbs, larger than Mammoth, four to five flowers in each. **3 for \$1.00; Dozen, \$3.00; 100, \$25.00.**

Tresserve. Follows King Alfred in blooming time, large, handsome, rich yellow flowers with fluted trumpets.

Mammoth bulbs. **Each 15c; Dozen, \$1.50; 100, \$9.00.**

Spring Glory. Clear white petals, long chrome-yellow trumpet.

Mammoth bulbs. **Each 15c; Dozen, \$1.50; 100, \$9.00.**

MEDIUM TRUMPET DAFFODILS

Diana Kasner. (Barrii). Very beautiful white petals and large fluted yellow cup with red-orange frill. **Each 15c; dozen, \$1.50; 100, \$10.00.**

Poeticus Ornatus Maximus. White petals, light yellow, small, frilled cup, edged bright red. **Dozen, 75c; 100, \$5.00.**

Whitewell. (*Incomparabilis*). Open, fluted crown, rich orange yellow; petals creamy white. A large flower and a very satisfactory grower. **3 for 25c; Dozen, \$1.00; 100, \$7.50.**

POETAZ TYPE

Two or more large poeticus-type flowers, gracefully arranged on long stems. Delicately scented.

Franz Hals. White petals, yellow cups. **Dozen, 75c; 100, \$5.00.**

Orange Cup. Petals yellow, cups rich orange. **Dozen, \$1.25; 100, \$8.50.**

Cheerfulness. Double white flowers like Gardenias. **Dozen, \$1.25; 100, \$8.50.**

SPECIAL DAFFODIL MIXTURE

All types of daffodils. Fine for planting in large quantities—gather fragrant blossoms by the armful.

Special quantity prices:

Dozen, 75c; 100, \$5.00; 1000 bulbs for \$40.

JONQUILS

Two to five sweet scented golden yellow flowers to each slender stem. **Single, or double—Campernelle Jonquils.** **Dozen, 85c; 100, \$6.50.**

TULIPS

Darwin, Breeder, and Mayflowering Tulips are the classes suited to Southern California. The distinction between the three classes is mostly a matter of typical colorings, and in the Mayflowering, the shape of the flower. There is little difference in blooming period, Mayflowering Tulips possibly beginning to flower a few days later than the others. Planting and culture is identical so that varieties may be practically chosen for color preference, disregarding the class to which they belong. B. indicates Breeder; D. Darwin; M. Mayflowering.

NINE EXCEPTIONAL VARIETIES

City of Haarlem. Immense vermillion scarlet.

Dido. M. Long, tapered flowers of salmon orange.

Gesneriana Spathulata Major. M. Distinct bright crimson scarlet.

Giant. D. Rich deep purple violet.

Grenadier. M. Dazzling orange scarlet, yellow center.

La Tulipe Noire. D. The black tulip.

Mrs. Moon. M. Rich deep yellow, pointed petals.

Yellow Giant. D. Sensational large bright yellow.

Zwanenburg. D. Huge snowy white.

Price of any of the above nine fine tulips

Dozen, 85c; 100, \$6.50

Two Wonderful Novelties

Cherbourg. B. Very large golden bronze, delicately flushed lilac. **Dozen, \$1.50; 100, \$10.00.**

Jeanne Desor. M. Brilliant orange yellow and scarlet. **Dozen, \$1.50; 100, \$10.00.**

MIXED TULIPS

Especially fine blended mixture of named varieties; all largest bulbs.

Dozen, 65c; 100, \$4.00

TEN FINE POPULAR TULIPS

Afterglow D. Rosy orange, salmon tinted edges.

Bronze Queen. B. Very fine rich apricot bronze.

Clara Butt. D. Salmon pink.

Farncombe Sanders. D. Scarlet, white base.

Inglescomb Yellow. M. Bright yellow.

Philippe de Commines. D. Velvety maroon purple.

Pride of Haarlem. D. Brilliant rosy red.

Rev. Ewbank. D. Soft lavender.

William Copeland. D. Deep lavender blue.

William Pitt. D. Glowing scarlet, blue base.

Price of the above ten tulips:

Dozen, 75c; 100, \$5.00

HYACINTHS

Exhibition size. (Top-size bulbs, 20 centimeters in diameter and over). These are the largest available, especially fine for hyacinth glasses, bowls and pots. They produce spectacular large spikes of bloom.
Exhibition bulbs, each, 25c; dozen \$2.25; 100, \$15.00.

Prize Garden Hyacinths. Large, solid bulbs, which produce sturdy, long flower spikes. Ideal for planting in beds, borders, pots, and baskets. Available in all of the above named varieties. **Dozen, \$1.50; 100, \$10.**

Brilliant Bedding Hyacinths (in all varieties named below except Orange Boven). Excellent bulbs of smaller size, very free flowering. Many consider their flowers more graceful than the spectacular heavy spikes of the larger bulbs. **Dozen, \$1.00; 100, \$7.50.**

City of Haarlem. Pure golden yellow.

Gertrude. Rosy pink, extra fine.

Duke of Westminster. Deep blue, with metallic violet sheen.

Giganthea. Soft blush pink.

La Victoire. Brilliant carmine rose.

L'Innocence. Pure glistening white.

Orange Boven. Striking soft apricot.

Queen of the Blues. Azure blue.

GRAPE HYACINTHS

(*Muscari*)

Heavenly Blue. Bright clear blue, like bunches of grapes.

White. Glistening white.

Dozen, 50c; 100, \$3.50.

PAUL J. HOWARD'S Horticultural Establishment
250 SOUTH LA BREA AVE.
LOS ANGELES

"FLOWERLAND"
SALES AND DISTRIBUTING PLANT
250 SOUTH LA BREA AVENUE
PHONE WHITNEY 1141

NURSERIES
CHATSWORTH, CALIFORNIA

Operated by
PAUL J. HOWARD, *Californian*
Landscape Architect

GARDEN DESIGNING
CONSTRUCTION
PLANTING

TREES: SHRUBS
BEDDING PLANTS
FLOWER AND GRASS SEED

TO OUR CUSTOMERS:

We are enclosing a brief descriptive price list of bulbs for fall planting. These bulbs are of our usual excellent quality, large, solid, full of blossom buds and vigor.

As you undoubtedly are aware, we have been closing out our stock of fine trees, shrubs and plants from our "Flowerland" and Chatsworth nurseries at very low prices. All of these sale items are of our finest quality - we have not added cheap lots of merchandise just to gain more revenue from this sale, but have adhered rigidly to our purpose of closing out our stock - every plant we offer in this sale has been grown in our own nurseries.

Unavoidably, our plans for development of our La Brea Avenue property have been temporarily postponed. Although we are continuing the sale of our Chatsworth and "Flowerland" nursery stock, we are equipped to serve our customers with fresh choice bulbs, bedding plants, seeds, fertilizers, insecticides, etc., - all of customary Paul J. Howard quality, offered at our popular market prices, and will continue to supply timely and staple items at this address, and will later have an announcement of our future horticultural activities. Our customers tell us this is good news, and we appreciate your continued patronage.

PAUL J. HOWARD
HORTICULTURAL ESTABLISHMENT

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

Compute California State Sales Tax	
as follows:	
1c to	14c no tax
15c to	49c — 1c
50c to	83c — 2c
84c to	\$1.16 — 3c
\$1.17 to	1.49 — 4c
1.50 to	1.83 — 5c
1.84 to	2.16 — 6c
2.17 to	2.49 — 7c
2.50 to	2.83 — 8c
2.84 to	3.16 — 9c
3.17 to	3.49 — 10c
3.50 to	3.83 — 11c
3.84 to	4.16 — 12c
4.17 to	4.49 — 13c
4.50 to	4.83 — 14c
4.84 to	5.16 — 15c
5.17 to	5.49 — 16c
5.50 to	5.83 — 17c
5.84 to	6.16 — 18c
6.17 to	6.49 — 19c
6.50 to	6.83 — 20c
6.84 to	7.16 — 21c
7.17 to	7.49 — 22c
7.50 to	7.83 — 23c
7.84 to	8.16 — 24c
8.17 to	8.49 — 25c
8.50 to	8.83 — 26c
8.84 to	9.16 — 27c
9.17 to	9.49 — 28c
9.50 to	9.83 — 29c
9.84 to	10.16 — 30c
Add 1c tax for each 33c in amount.	

Additional Order Blanks furnished on request.

MESSAGE

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT.

NOTE: This catalog covers a whole year in items offered. Certain sizes and varieties listed may not be available at time of order. Such items will be marked (S) on your invoice and will be forwarded soon as ready.

ORDER SHEET

Order Number

Paul J. Howard's Horticultural Establishment

**250 SOUTH LA BREA AVE., LOS ANGELES, CALIF.
TELEPHONE: WHITNEY 1141**

Amount Enclosed

Date _____, 193____

Ship By

SOLD TO

P. O. ADDRESS

CITY

STATE

Please Write or Print Plainly

Note: Above not to be filled in by customer.

SHIP TO

ADDRESS

Please Fill In if Shipping Address is Different From Mail Address

IF VARIETY ORDERED IS OUT OF STOCK, MAY WE SEND SUBSTITUTE?

Customers not having established charge account should send remittance with order. We do not ship plants C.O.D.

All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

Check Addition Carefully

ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE

ROMAN HYACINTHS

True French Roman-Hyacinths with long graceful flower stems and dainty flower-bells. Very early. The white variety will often bloom by Christmas, in pots.

Pink or Blue. Dozen, \$1.50; 100, \$10.00
White, dozen, \$1.75; 100, \$12.00

BLUE NILE LILY

Agapanthus. Large clusters blue flowers. Extra fine strain.

Potted—20c; \$2.00 a dozen.
1 gallon containers, 35c; dozen, \$3.50.

PAUL J. HOWARD'S

"FLOWERLAND" GLADIOLUS

Prize-winning novelties and the most popular garden and cut-flower varieties. Clean, choice, plump, number one bulbs.

	Dozen	100
BAGDAD. Soft, smoky old rose toned orange.	\$.75	\$ 5.00
BETTY NUTHALL. Rich orange salmon, golden throat.50	3.50
BLACK PANSY. Very dark, glossy red.75	5.00
CALIFORNIA SUNSHINE. Beautiful rich orange-yellow, throat brilliant garnet.85	6.00
CHARLES DICKENS. Rich velvety claret purple.75	5.00
COMMANDER KOEHL. Huge velvety red.75	5.00
COPPER BRONZE. Unusual copper orange tinted bronze.85	6.00
CORYPHEE. Large delicate pink, a rare, charming color.85	6.00
DR. F. E. BENNETT. Deep peach pink overlaid scarlet, giving effect of brilliant flaming red.50	3.50
FRANK J. MCCOY. Tall spikes, twelve flowers open at one time, of glistening rose doree color.....	.85	6.00
FREDERICK SCHILLER. Delightful clear rich rose. Decorative spikes of very large, glistening velvety petals.	1.00	7.50
GLORIA MUNDI. Pure brilliant golden yellow. We consider it best of its color.	1.00	7.50
HINEMOA. Deep pink flaked with dark chocolate crimson, lighted with golden center.	1.50	10.00
LOS ANGELES. Beautiful coral pink..	.50	3.50
MAID OF ORLEANS. Glistening white, beautifully formed spikes.	1.00	7.50

GLADIOLUS—Cont.	Dozen	100
MANDARIN. Lovely new clear bright orange.	1.50	10.00
MARMORA. A popular "smoky" gladiola.75	5.00
MINUET. Fine lavender, splash of gold in throat.60	4.00
MOROCCO. Very deep, velvety maroon-red.75	5.00
MOTHER MACHREE. Smoky lavender, edged and overlaid salmon pink.75	5.00
MRS. W. H. PHIPPS. Tall gorgeous spikes of rich peach pink.60	4.00
MRS. FRANK PENDLETON. Retains its popularity as a cut flower. Bright pink with deep red blotch.50	3.50
MRS. LEON DOUGLAS. Bright rose striped flame and scarlet. Huge.50	3.50
MRS. VAN KONYNENBURG. Popular wisteria blue.60	4.00
OBERSCHLESIEN. Creamy yellow of exquisitely clear tone; long spike.	1.00	7.50
PELEGIRNA. Fine dark violet blue, almost sapphire.60	4.00
PERLE VON STUTTGART. Beautiful new soft lavender blue. One of the most beautiful.	1.50	10.00
PICARDY. Beautiful salmon, showy spike.50	3.50
RED PHIPPS. Magnificent long spikes of brilliant light red. The best red75	5.00
SANTA FE. Beautifully frilled flowers, copper yellow and red.85	6.00
SOUVENIR. Tall golden yellow.50	3.50
THE ORCHID. Orchid shaped, orchid colored blossoms.60	4.00
VIRGINIA. Popular bright red.50	3.50
WHITE HOUSE. Purest white, large, open, glistening flowers. Excellent keeper.	1.00	7.50

EXTRA CHOICE MIXTURE

An extravagant blend of not only popular varieties but finest novelties included. A glorious blend of lovely Gladiolus at a real saving.

25 Bulbs for 90c; 100 for \$3.50

250 Bulbs for \$7.50

Gladiolus Bulbs mailed postpaid.

10% discount on orders of 250 or more Gladiolus, one or assorted varieties. (Except on special mixture).

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 LOS ANGELES
 Telephone: WHitney 1141